



**Harnessing the
Social Impact of
Lending:**

**A New Mexico
Story**



About GreenArc

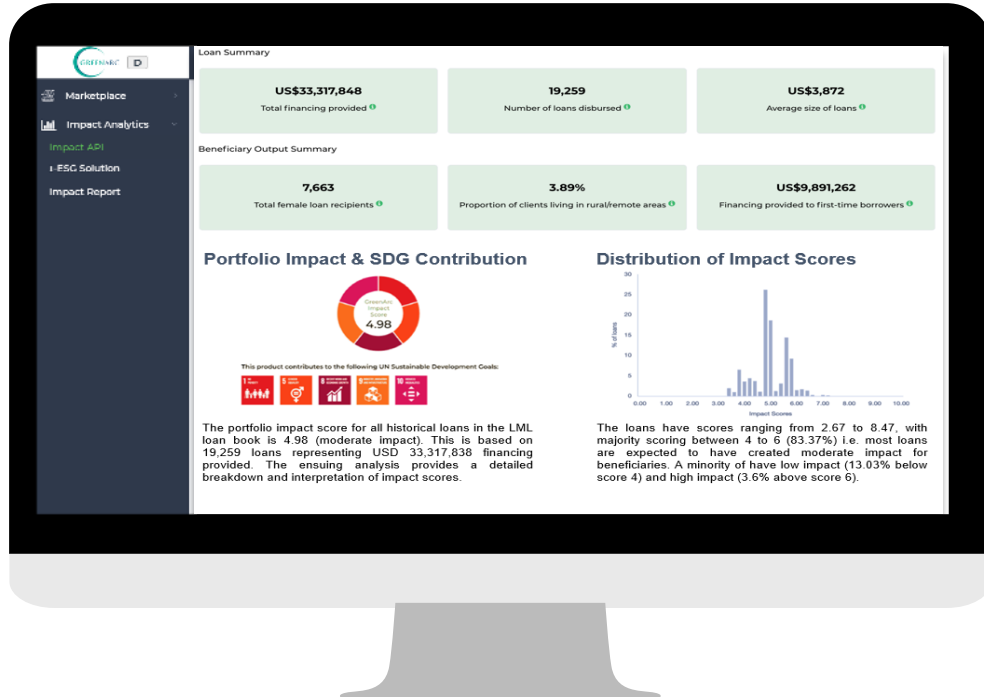
GreenArc is an impact fintech helping to close the sustainable financing gap by:

- (1) measuring the social and environmental impact of lending portfolios and
- (2) increasing the flow of institutional capital to impact investments

Founded by former senior Credit Suisse employees and part funded by Singapore central bank, GreenArc now has an office in New Mexico



Industry First Impact Measurement 'SaaS' Solution



- ✓ Fully customizable analytics dashboard with benchmarking
- ✓ Machine learning based recommendations to maximize impact
- ✓ Software as a Service (SaaS) delivery with published API
- ✓ Aligned with global standards in impact measurement

GreenArc in New Mexico

- **New Mexico has multiple economic development initiatives** (e.g. Collateral Assistance Program, Small Business Recovery Loan Fund etc.) which deliver significant social impact
- GreenArc has completed multiple projects to quantify the impact of some these initiatives:
 - (1) Sun Mountain Capital's NM Recovery Fund for Small Businesses and
 - (2) NM EDD's Collateral Assistance program
- GreenArc is currently working with the City of Santa Fe on a feasibility study of creating an impact lending platform focused on small business lending

New Mexico EDD Collateral Assistance Program (CAP)

- New Mexico EDD's CAP was successful in reaching businesses that represent historically underserved populations
- The program received a **GreenArc Impact Score** of 6.79 which is considered 'Good' (High Impact) from a social impact perspective
- GreenArc is in discussion with EDD to potentially measure the impact of the next phase of CAP as part of SSBCI 2.0



New Mexico
Economic Development Department

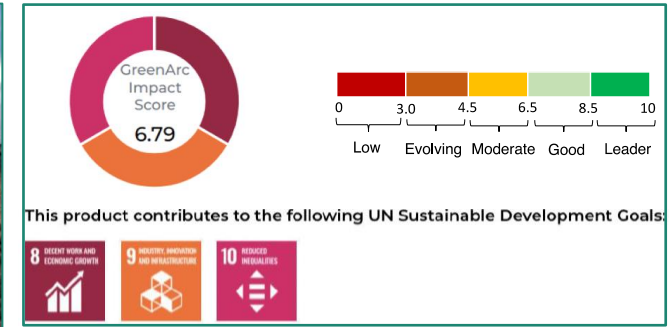
Collateral Assistance Program

IMPACT REPORT

Produced by
GREENARC CAPITAL PTE. LTD



June 2022





City of Santa Fe Feasibility Study



The project sponsored by **Office of Economic Development** of the **City of Santa Fe** examines the feasibility of designing an **Impact Lending Platform** that targets lending to small businesses and under-served communities allowing integration of impact measurement into future programs

Impact Lending Platform

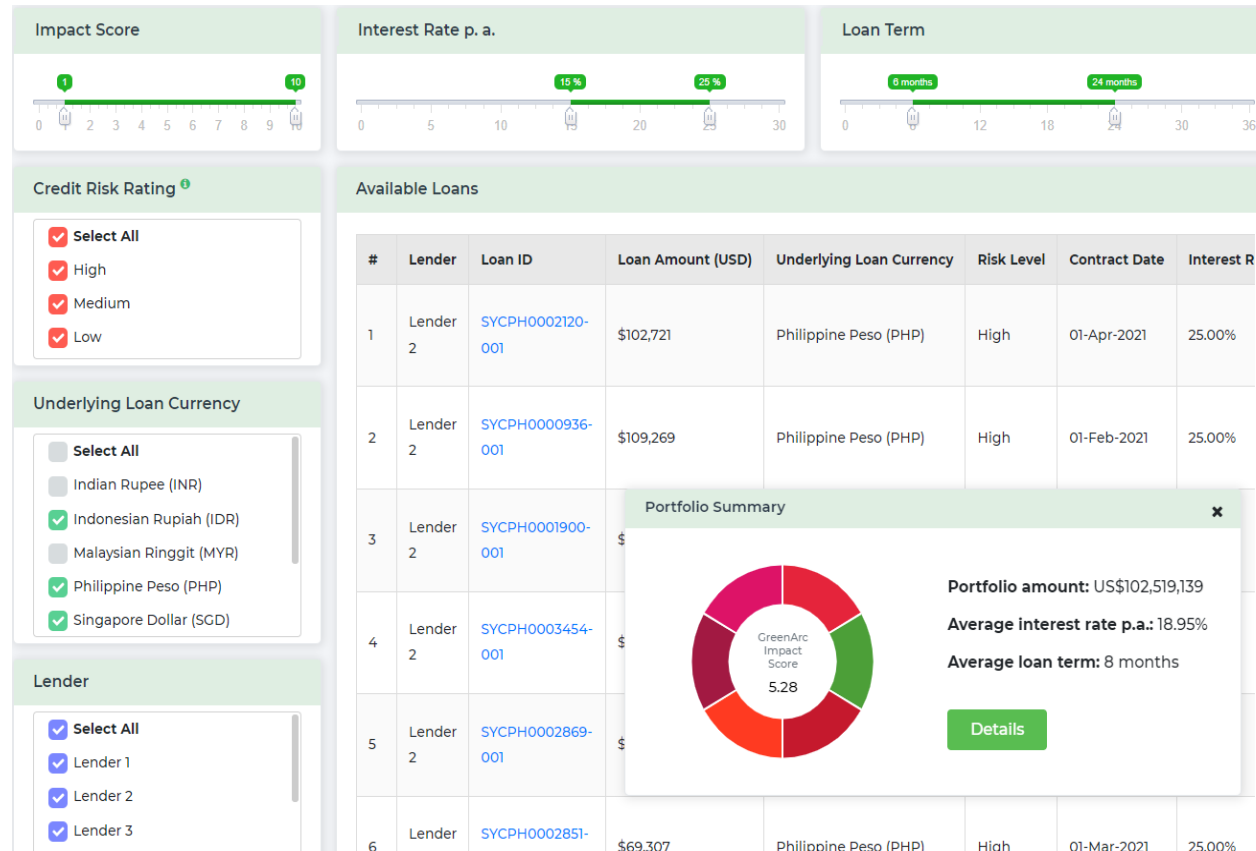
The platform aims to close the gap between *high-impact lending firms* seeking lower cost capital and *large asset managers and banks* who struggle with the discovery of high-quality impact credit assets

Cross-sector / region
loan level data



Background

- a Banks, credit unions and fintech lenders with high impact loans but no expertise to create impact product are excluded from impact capital markets
- b Global banks and asset managers are seeking high quality impact assets (loans) for investment



Phase 1 – Pooling Impact Assets

- **Phase 1a:** Feasibility study to determine a) estimate of impact assets and b) interest from lenders to participate in phases 1b and 2

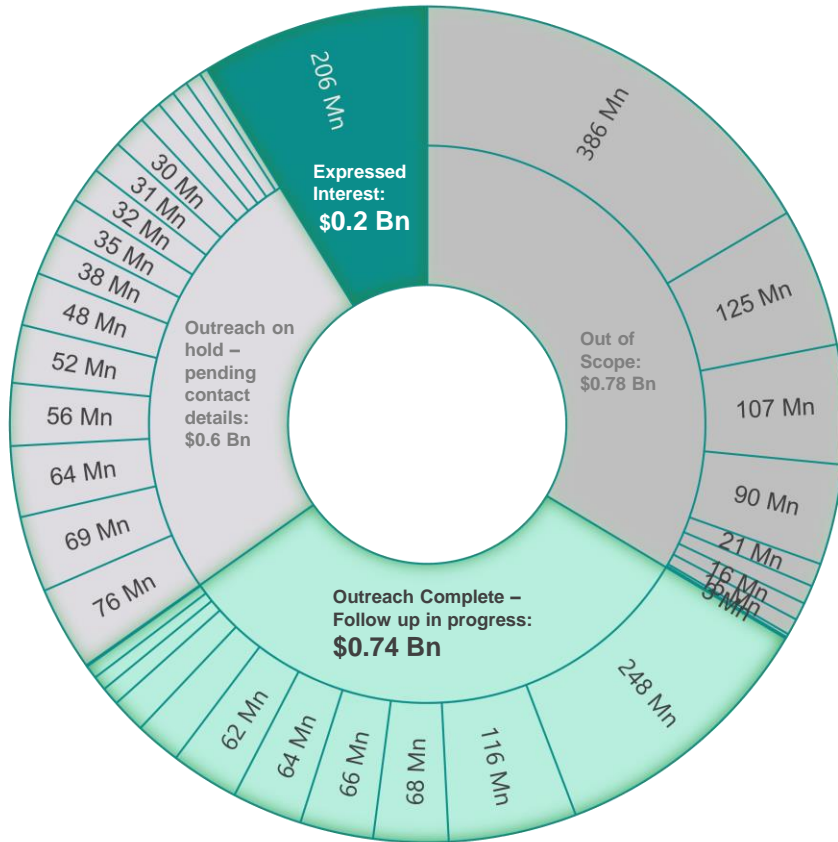
- **Phase 1b:** Impact measurement for 5 -10 lenders

Phase 2 – Impact Financial Products

- **Phase 2:** Introduction of (opted in) lenders' portfolios to impact investors (asset managers etc.) looking to create impact credit products

Study Findings: Opportunity in Impact Innovation

BANKS – IMPACT ASSETS DEEP DIVE



- Lenders in Santa Fe (and more broadly New Mexico), have high impact lending portfolios which are helping small businesses thrive even through the COVID 19 pandemic
- The impact multiplier effect – jobs created, income levels, poverty alleviation and resulting financial inclusion – created by small business lending makes the sector attractive for impact credit asset managers from within and outside the state
- City of Santa Fe, with access to public capital, talent and impact asset base, is well placed to seed an innovative impact tech solution like the Impact Lending Platform – which could easily scale to the state and country level



Call for Partnerships

- GreenArc is looking for partners to create a scalable impact platform that can be a central data hub for future economic development programs developed by government institutions at the city, county and state levels
- We welcome
 - **Banks and Credit Unions** to express interest to measure the social impact created by their lending books
 - **Impact Asset Managers** who wish to develop impact credit assets focused on small business lending
 - **Government Economic Development** offices across the state at city and county level who have small business lending assistance programs



Thank You

When people gain income, they gain choice, and that is fundamental to dignity.


Jacqueline Novogratz, Founder, Acumen Fund

www.greenarccapital.com 

info@greenarccapital.com 

+65-90608344 

#10-01, Parkview Square, Singapore 

5901 Indian School Rd NE, Albuquerque, 
New Mexico, USA